

NOT - guilty by association!
My name is Kent Smith and I have been a small market broadcaster for 18 years.

Localism is the lifeblood of the this radio station. If we are not local - serving our community we are done. Let me give you a brief summary.

We broadcast local information 24 hours a day. Each on-air day starts at 6:00 with the national anthem - Then watch out, we open mic and the phones to anyone and everyone....

It's an outdoor update talking about our lives in northern michigan, an interview and updates with: a county commissioner, city manager, council member, the library, the superintendent, the school board, a track, swimming, wrestling, volleyball, debate or cheerleading coach, the football and basketball coaches - boys and girls. The State Police, the City Police, the Sheriff or maybe someone about a lost dog or cat.

Then, more interviews and information from the directors of the chamber, visitors bureau, economic development, the hospital, many at the retirement home, a hunter out in a deer blind, a call from a listener about a wreck or an event, updates about school events, schools lunch menus, school delays or cancellations, community events - thousand and thousands of community events.

Then, more chats with the weather station, the directors of the United Way, Salvation Army, The Snowmobile Club, RSVP, The Homeless Shelter, Habitat for Humanity, etc.

It's an election year, We gave all local candidates 10 minutes each free - It took 6 hours on a Tuesday morning and afternoon. Or the 30 minute we gave each State Rep, Prosecutor and Sheriff Candidate during morning drive. We also broadcast live, 3 local, 2 hour debates. And, our election night coverage and our get out the vote campaign which drove our largest voter turnout in years.

I almost forgot about the obituary reports, live Sunday morning church services, our Saturday morning sports and outdoor programs. Our continuous live remotes from news events, county fairs, local festivals. Interviews with the queens, the 4H-kids, entertainers, etc.

This is glimpse of an average day at our 50,000 watt - small market - local service - fm radio station. And I didn't even include the blood drives, food banks, disaster coverage and news efforts that we do every single day.

In closing - we are - NOT - guilty by association. The small market - local - broadcasters are the majority - doing our best, every day to serve our communities.

Please do place more regulatory burdens on us in your efforts to go after the big groups. We do more every day than you could ever regulate us to do. If you place more burdens on us, it will do nothing but take away time that we currently use to serve our community.

Thank you for your time and consideration. I appreciate it.

Kent D. Smith
President
WMJZ-fm

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